

LEO BURNETT U.S.A.

A DIVISION OF LEO BURNETT COMPANY, INC.

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The spirit of Marlboro in a low tar cigarette.

Marlboro Lights



Lighter in taste. Lower in tar.
And still offers up the same quality
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Warning: The Surgeon General Has Determined
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11 mg. "tar," 0.8 mg. nicotine av. per cigarette, FTC Report Apr. '76



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